

<u>Question</u>	<u>Reply</u>
Appendix A	<a href="https://www.newtown-ct.gov/purchasing-department">https://www.newtown-ct.gov/purchasing-department</a>
Does the Town require any hard copies of the proposal?	In addition to the electronic version of the proposal, please include three hard copies - Pages stapled into one package DO NOT USE ANY COVERS, PLASTIC BINDING MATERIALS, ETC.
Do you plan to continue using LoopNet or are you considering another property search option?	It is expected that Loopnet will be the property search used.
We do not see ecommerce functionality on any of the three current websites. Please confirm that ecommerce is not within the scope of your new website.	No ecommerce or public user logins are needed.
Are in-person presentations going to be required?	In person proposal presentations will be required for the companies chosen to move forward in the proposal process. Recommendations as to ongoing in person meetings should be part of the proposal
Regarding the website and social media, are you looking for someone to handle your ongoing social media management, or a one-time update?	This RFP is for a one time update for website and social media. Recommendations should be made how to go forward in best way with website and social media. Ongoing social media posts are not part of this proposal.
How many logins are required for town staff editors?	It is expected that up to two logins will be needed for town staff for ongoing maintenance.
Would you like the successful bidder to migrate all the content into the new website?	Not all information from the current site will be populated in the new website. The new website content will be primarily chosen by the town with recommendation from the successful bidder. The technical portion of the migration will be done by the hired firm
In addition to recommending a social media application, will the Town of Newtown need help with developing an appropriate calendar/delivery schedule?	The town will post and update social media and website as needed. It is expected that bidders will include recommendations as to a general schedule for social media, website, e-blast.
Are there any towns/municipalities that you find are using social media successfully? Unsuccessfully?	The town expects to see good examples of municipal etc. sites and hear recommendations in the proposals.
We understand that it will be part of the agency's responsibility to perform a website/content audit with Town staff. With that in mind, what is your best approximation of the total number of pages the new site will have?	Bidders should suggest optimal design of website
Is the approximate budget inclusive of outsourced suppliers, ie., social applications, web hosting, photography, illustration, videography, etc.?	The budget is for the redesign of website and social media, staff training, short term technical support. New art/photo/video is not included in this budget.

Is there an ideal deadline you would like the new site to go live by?	It is expected that the new website would go live in the next 12 months. Social media in the next six.
Do you want ongoing analytics reporting ?	Yes, we need to know what parts of the website are more/less popular.
Business Directory: There is currently a Business Directory on <a href="http://Newtown.org">Newtown.org</a> and a partial directory on <a href="http://newtownsandyhookeats.com">newtownsandyhookeats.com</a> . Should we assume that we will be creating one consolidated Business Directory that includes all businesses (dining, shopping, and all types of services)?	The more streamlined the website and more helpful the user experience, the better. Please provide best recommendation in proposal.
<u>SEO Content:</u> In RFP you mention about SEO content. Please explain in detail What exactly do you mean/expectation of this.	The town wants to ensure that when a search is done on Newtown, this new website comes in near the top of search results.
What is the due date for proposals?	The due date for proposals is Thursday September 23, 2021 by 3:00pm. Electronic versions must be sent to the Town of Newtown Purchasing Agent <a href="mailto:rick.spreyer@newtown-ct.gov">rick.spreyer@newtown-ct.gov</a> with "Proposal for Website Redesign" in the subject line. Additionally three hard copies must be sent to: Rick Spreyer Town of Newtown 3 Primrose Street Newtown, CT 06470